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<b>To:</b>	Examiner Huy Thanh Nguyen	<b>From:</b>	Timothy N. Trop
<b>Company:</b>	USPTO Art Unit 2621	<b>Date:</b>	August 20, 2007
<b>Fax:</b>	(571) 273-8300	<b>Pages:</b>	7 (including cover sheet)
<b>Your Re:</b>	09/766,126	<b>Our Re:</b>	BKA.0012US

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Applicant:	Jonathan E. Lowthert et al.	§	Group Art Unit:	2621
Serial No.:	09/766,126	§	Examiner:	Huy Thanh Nguyen
Filed:	January 19, 2001	§	Confirmation No.	9474
Title:	Content With Advertisement Information Segment	§	Docket No.:	BJA.0012US
		§	Cust. No.:	21906

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL REPLY TO FINAL REJECTION**

Dear Sir:

In response to the office action mailed July 30, 2007, please amend the above-referenced patent application as follows:

Date of Deposit: August 20, 2007  
Pursuant to Rule 1.8(a), I hereby certify that this document and authorization to charge deposit account is being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 571/273-8300) on the date indicated above.

*Cynthia L. Hayden*  
Cynthia L. Hayden